

AS OF MARCH 2025

COACHES ONBOARDING GUIDE



NTANGIBLE

MEASURE THE UNMEASURABLE

Introduction & Thank You!



Welcome to NTangible, where we answer the age-old sports question: Are you clutch? For years, clutch hasn't even had a good definition, which leads to wobbly words like "guts", "grit", and worse. We define clutch as the ability to succeed in high leverage situations. There are many ways to define this, depending on the sport and situation, but our test not only identifies and quantifies, it also predicts success. Our correlations with predicted success in high leverage situations are currently 14.2 times more likely to predict success than gold-standard mental testing.

Thank you for taking the time to engage with our system and incorporate it into your coaching methodology. Our goal is to provide insights that help athletes unlock their potential through our proprietary and laser-focused psychological assessments. Incorporating this new information into your coaching can help unlock your team in new ways.

In this guide, you'll gain a more comprehensive understanding of NTangible's approach, how to interpret test results, and how to use them to enhance your coaching strategies. Whether you're new to mental performance assessments or have experience with similar tools, NTangible is designed to provide actionable insights that align with your coaching philosophy.

Introduction & Thank You!

Coaches like Phil Jackson and sports psychologists such as Dr. Michael Gervais have long emphasized the importance of mental discipline, focus, and self-awareness in achieving peak performance. As Jackson once said, "The strength of the team is each individual member. The strength of each member is the team." NTangible gives you a window into that individual strength, helping you build a more resilient and prepared athlete.

Your role as a coach is not just about teaching skills, developing game plans, or making ingame adjustments. It's about helping your athletes reach their full potential — not just physically, but mentally. This guide will walk you through everything you need to know about NTangible so you can maximize its impact. Whether you're coaching a youth team, high school athletes, or elite competitors, the tools and strategies here will help you develop mentally strong, focused, and resilient players.

Please note that none of this is intended as a replacement for mental health care or specialized sports support. Our intention is to supplement this, especially in populations with limited availability or resources. Our test can help guide those that need more assistance in succeeding in those high pressure situations and identifying those that are already there in order to keep their mental edge sharp!



Psychology Behind NTangible



NTangible is built on principles of sports psychology and behavioral analytics. The assessments measure key mental attributes that influence athletic performance, such as resilience, decision-making under pressure, and emotional regulation. Unlike physical assessments that gauge speed, strength, or agility, NTangible evaluates the emotional and psychological factors that drive performance. Our system is based on established psychological frameworks, including attentional control theory, growth mindset research, and behavioral response mechanisms.

Our team of sports, industrial and military psychologists designed this test to gauge one key metric - the ability to succeed in high performance situations. This is not a personality test. This is not a cognition test, in the sense most understand these. Those are all interesting things with plenty of other tests out there. It's just not what we do, so the results you get from the NTangible assessment shouldn't be read that way.

NTANGIBLE ASSESSMENT MEASURES:



WINNERS MINDSET WITHIN HIGH LEVERAGE SITUATIONS



SELF AWARENESS OF SKILL LEVELS



PERSONAL CHARACTERISTICS & TRAITS

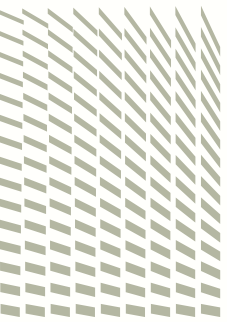
Psychology Behind NTangible



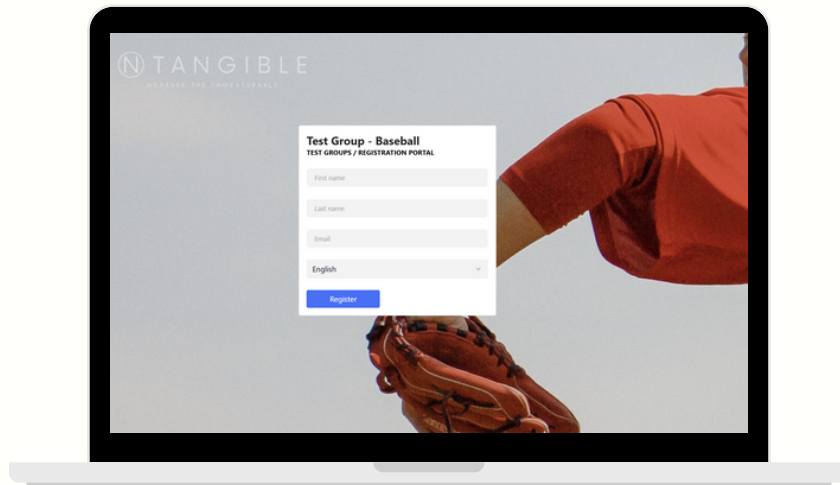
Research by sports psychologists such as Dr. Carol Dweck has demonstrated that athletes who develop a growth mindset—believing that abilities can be developed through effort—tend to show greater persistence and resilience. Similarly, Dr. Ken Ravizza, a pioneer in mental performance coaching, emphasized that an athlete's ability to control their emotions under pressure can significantly impact their success.

One of Ravizza's most famous exercises was the "Traffic Light" drill, in which athletes would categorize their mental state into green (calm and focused), yellow (losing focus, frustrated), or red (completely out of control). By recognizing these states in real time, athletes could take steps to regain composure before mistakes compounded. Something as simple as that could give you new insight into daily readiness and state.

By understanding these psychological principles, coaches can better appreciate the mental processes that underlie performance fluctuations and identify ways to improve an athlete's mental game through intentional training. By identifying which of your athletes have high levels of "clutch" and which do not, you can get each the appropriate assistance and coaching, while also making more informed decisions during recruiting, training, and games. You'll know which of your athletes you want in that clutch spot at the end of the game!



How NTangible Works



The NTangible assessment is a structured, interactive evaluation that takes athletes through a series of scenarios and response-driven tasks. It is designed to measure emotional regulation, situational awareness, competitive mindset, and resilience. Athletes complete the test in a controlled environment, and their responses are analyzed through proprietary algorithms. The test adapts to the athlete's choices, ensuring a personalized evaluation that reflects their unique mental strengths and areas for improvement.

Results are categorized into different scoring metrics that help coaches understand where each athlete stands relative to their peers and their personal baseline. The NTangible score and associated information is all generated in about 30 seconds, a far cry from our original hand scoring! The athlete receives the score report near-instantly, while the coach's report is put together once the entire team is complete.

If you haven't already taken the test yourself, we invite all of you to do so. We find it answers many questions and allows you to explain certain aspects to your athletes. People who are not currently players will often score lower than expected, but don't let that worry you!

How NTangible Works



There are four sections to the test. The NTangible Complex is a word association section, similar to ones you have probably taken before. The key section of the test calls for the athlete to look at a picture and to see themselves in the situation. The picture is designed to allow for multiple interpretations and to draw out the thought patterns that a athlete makes. The more he/she can immerse themselves and re-create the thought process, the more neurolinguistic patterns can be detected. Each picture and situation is scored based on these words and phrases and how the athlete employed them related to the high-leverage situation.



NAT (NTANGIBLE APPERCEPTIVE TEST)

Pictures with no definitive outcome, to provide introspective comments in high-leverage situations



EVENT EXCELLED/ STRUGGLE WITH

Further introspective commentary on recent successes and failures within desired sport



SPORT SPECIFIC SITUATIONS

Self-scored confidence ratings regarding situations within their sport and position



NTANGIBLE COMPLEX

84 word complex that NTangible psychologists have determined to be linked to clutch performance literature

Reading The NTangible Score



The NTangible Score is the foundational metric derived from an athlete's assessment. It provides a numerical representation of their overall mental fitness, combining multiple factors into a single, easy-to-understand value.

This score is not meant to be a standalone judgment but rather a starting point for deeper analysis and discussion. Athletes with high scores tend to display strong mental resilience and adaptability, whereas those with lower scores may benefit from targeted mental training exercises.

The scores are graded on a scale of 0-1000 and given as a simple number. While we have created tests for each sport and position as needed, the scores remain the same across sports for simplicity. (Yes, we're very curious what Bo Jackson would score!) However, remember that score is not destiny. Mental skills can be trained, interventions can be made, and just like someone can get stronger in the weight room, the mind can get stronger as well. It just may take more work.



What NTangible Scores Mean



At the time of writing this in March 2025, NTangible's highest scorer of the year is a 14-year-old softball player, not one of the professional athletes that we recently tested across multiple sports. She scored an 846, works like a demon, and has a former professional athlete for a father that has prepared her very well. She works on high pressure situations, attempts to re-create conditions as much as possible in some practices, and has techniques for calming herself and preparing herself to succeed. It was no wonder she scored so high!

While there are differences in each sport and each position, as well as age and gender, we've seen trends in the thousands of tests we've given. Players that score above an 800 are mentally elite. They succeed far more often than not in those key pressure situations. You want them to have the ball or be up to bat late. More than that, they **want to be** in that situation. "That dawg in you" is a little bit of game recognizing game, while an NTangible score is a scientific representation of much the same skills.

We often see occasions where a player will have an extremely high score, but does not have the physical skills to play the position at a higher level. Often these are walk-ons who have made it this far by doing all the right things, including on the mental plane.



Reading NSights



NSights provide a more detailed breakdown of the athlete's mental fitness, categorized into specific areas. These insights allow coaches to pinpoint strengths and weaknesses. For example, an athlete with strong emotional regulation but weaker competitive mindset may struggle in clutch situations.

JANE DOE

Jane demonstrated a commendable ability to handle clutch situations, particularly highlighted by her performance in a recent game where she hit a triple in a tight match, leading her team to victory. This illustrates her capacity to thrive under pressure, showcasing a positive mindset and self-talk that fueled her confidence. However, there are areas for improvement, especially in learning from past failures, such as her experience in the high school championship game where she felt the weight of perfectionism and struggled to perform. Recognizing that pressure can lead to tightness is essential, and Jane is already taking steps to address this by calming herself and understanding that she doesn't have to be perfect. This self-awareness is a strength that can be further developed.

Practice Situation

Set up a pressure situation during practice that mimics a late-game scenario where Jane is at bat with runners in scoring position and the game on the line. For instance, create a situation where the team is down by a run in the last inning, and Jane is the last batter with two outs. Allow her to face a pitcher who can challenge her skills while teammates and coaches create a supportive atmosphere. This will help her practice managing the pressure of clutch situations, allowing her to implement the calming strategies she has begun to develop.

Approach

When speaking with Jane, emphasize the importance of her past experiences, both successful and challenging, as valuable learning opportunities. Encourage her to share her thoughts on how she felt during her clutch moments, both positive and negative. This dialogue can help her articulate her emotions and thought processes, reinforcing her understanding that it's okay to feel pressure and that she is not alone in these feelings. Acknowledge her progress and encourage her to view every game as a chance to grow, rather than a test of perfection.

Suggestion

Introduce Jane to visualization techniques specifically tailored to her experiences in clutch situations. Have her visualize herself in a high-pressure at-bat scenario, focusing on the sounds of the game, the feeling of the bat in her hands, and the sights of the field. Encourage her to picture herself succeeding in that moment, hitting the ball with confidence and composure. This mental rehearsal can help her build a stronger mental framework for handling similar situations in the future, reinforcing her positive self-talk and reducing performance anxiety.

Our system looks inside the answers that the athlete has given in two sections of the test and draws out key points to highlight some of the lowest hanging fruit. You'll see several sections that include suggestions that will help in both practice and approach, with individualized suggestions for things your athlete can do. This personalization is powerful, but doesn't replace work with a quality sports psychologist or mental fitness coach. It's designed to give you a leg up, not replace them.

NSights Tips



PLAYER RESPONSES ARE JUST A SNAPSHOT INTO THEIR MINDSET WITHIN SITUATIONS

There are times when you'll see the athlete's answer referenced. You won't see these in full context, but you might know that strong or weak situation that stuck in the athlete's mind already. Don't focus too much on that and focus instead on the keys. Is the athlete overanalyzing or getting emotional? Is she showing good self-regulation and an understanding of routine? Again, these are personalized and can get very deep and extensive. Don't worry - we're here to help and there's plenty of resources later in this guide to help level you up as well.

DON'T BE OVERWHELMED! TAKE YOUR TIME, LEARN ABOUT YOUR PLAYERS

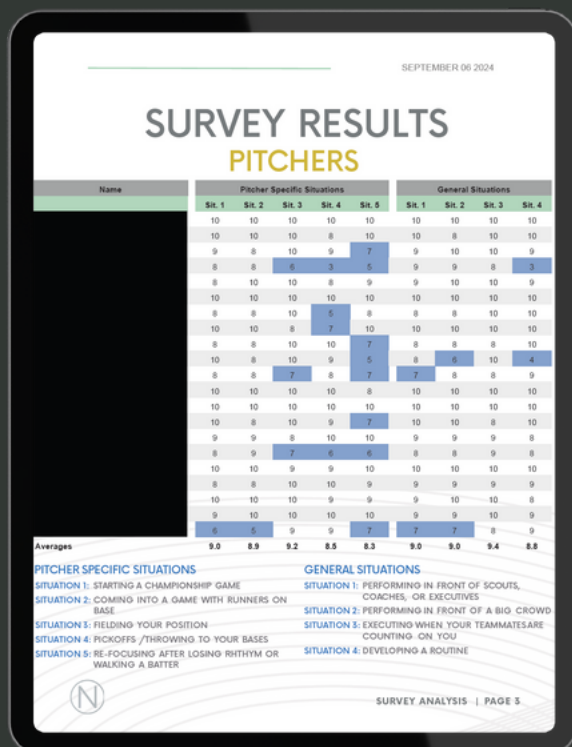
Because these are personalized, it's difficult to give examples and they can be extensive. Don't be overwhelmed because you're seeing 20, 30, or more. Those football rosters are deep! These are designed to be one on one insights ... I mean, NSights ... into your players. You don't have to memorize them. Keep the file handy and refer back to it throughout the season. You might see something you'd forgotten, or learned that something worked with a similar player and could help another of your athletes.

Reading the NTelligence Report



NTelligence takes NSights a step further by contextualizing them within game-time decisionmaking and strategic execution. It provides scenarios where the athlete's tendencies may manifest, helping coaches tailor interventions. There are all sports-specific, and quite self explanatory. They are rated from 1 to 10, with 10 being the highest.

An athlete who doesn't have high confidence in these key situations is one you can immediately work with. Sometimes we see situations that surprise a coach, or are situations where true self-awareness happens. There recently was a situation where a player rated herself a 4 in pinchhitting late in a game. Her coach paused and said "She's been a four-year starter for me at catcher and she never comes off the field. I'm not sure she's ever pinch hit!"



Some athletes will rate themselves 10s on everything. Our research has found that those athletes are either not very self-aware or that they're trying to please the coach by rating themselves as perfect. Most who have a winner's mindset know they always have room to improve and rate themselves as 8 or 9. Conversely, any low scores in these key situations is an opportunity for a coach to learn why and help get the confidence up in these situations

Understanding the Range of Scores



Athletes are not static in their mental performance. NTangible provides range-based insights that show how an athlete fluctuates over time and in different conditions. Mental performance is not a fixed trait but a constantly evolving aspect of an athlete's development. Understanding the range of an athlete's mental fitness allows coaches to tailor training programs and game strategies accordingly.

Most scores on NTangible tests will range from around 500 to 800. We have found that anything under 650 needs assistance to get up to this level or higher to have sustained success. There are some so physically gifted as to overcome this, but it's seen in those players that perform well in practice, but not in games. We remember the clutch players and the big moments because so few can consistently come up big in them.

It's also important to understand that the ability to succeed in high-leverage situations doesn't mean that someone will succeed every time, even with the highest of NTangible scores. Maybe the Defender is just as good! Maybe this shot just clanged out. For many, just being able to keep up a standard level of performance as the stakes get higher and higher is a big positive.



NTangible Assessment Score Range

>800

Athletes over 800 are mentally elite. We can all see who's the biggest, the strongest, runs the fastest, or jumps the highest. We know who's practiced hard and who has certain skills. Elite mental athletes are likely known as well, but now we can measure and quantify this to hone it even more. Michael Jordan and Tom Brady didn't stop practicing after that first ring.

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799

It's the middle that can often be confusing. Most players will fall here and it's up to you to understand how much a player can improve mentally. We're often asked what's the difference between a 675 and a 680. The simplest answer is "a little bit, but noticeable." What's the difference between a 4.4 and a 4.5 dash at the NFL Combine? Again, this is something that is trainable and now that you know the number, you can compare and prepare.

<650

Lowest levels of predictive measure and performance in high-leverage situations

➞ EASIEST WAYS TO INTERPRET SCORES



HIGHER THE SCORE

MORE LIKELY TO PERFORM IN HIGH
LEVERAGE SITUATIONS

ABOVE LEVEL OF PLAY AVERAGE

MORE LIKELY TO BE A BETTER STATISTICAL
PLAYER OVERALL

Opening The Discussion



Understanding NTangible results is only part of the equation. The real challenge is knowing how to talk about them with athletes. Mental performance discussions can be sensitive. Some athletes may embrace the process, while others might see it as a critique of their mental toughness. As a coach, your role is to create an environment where discussing mental fitness feels as natural as reviewing physical conditioning.

The key to these discussions is normalization. If an athlete struggles with strength or speed, they train to improve it. The same should be true for mental skills. When introducing NTangible results, frame the conversation positively. Instead of saying, "Your resilience score is low," try, "This gives us a great opportunity to build a mental edge that will make you even tougher under pressure." Players will undoubtedly compare themselves, but this is part of competitive sports. You'll often see your leaders step up. Some of your highest scoring athletes could have a chance to show some of their methods to teammates, or even lead a session to help.

Opening The Discussion



Start with open-ended questions (as we do at NTangible!) Ask athletes what they think about their own mental performance. Do they feel calm in big moments or do nerves take over? Do they rebound quickly from mistakes or do they dwell on them? Encouraging self-reflection builds trust and helps athletes take ownership of their mental development. Journaling can be a part of this, or a mindfulness practice.

One effective exercise that can open up more discussion is “Film Study With a Mental Lens.” Instead of only reviewing physical execution, analyze an athlete’s body language, decisionmaking, and reactions to adversity. Ask them how they felt at those moments. This creates a natural bridge between mental training and traditional coaching. Former MLB pitcher and mental performance advocate Trevor Moawad frequently emphasized that “neutral thinking” is key — eliminating negative self-talk without resorting to forced positivity. Encourage athletes to focus on the present, avoiding extremes of overconfidence or self doubt.

A coach’s words shape how athletes perceive mental training. Make it a conversation, not a critique. Make it about growth, not judgment. Make it a process, not a line in the sand. The goal is not to expose weaknesses but to unlock potential.





More Resources/Reading

The Mindful Athlete by George Mumford

- Used by Kobe Bryant and Michael Jordan, this book breaks down mindfulness techniques for peak performance.

Choke: What the Secrets of the Brain Reveal About Getting It Right When You Have To by Sian Beilock.

- Dr. Beilock was the head of Dartmouth after her groundbreaking work on why some people fail under pressure. This is perhaps the greatest scientific study into the performance mind available.

The Inner Game of Tennis by Timothy Gallwey

- A classic on how athletes can silence self doubt and trust their training.

Relentless by Tim Grover

- A look into the mental approach of elite competitors like Michael Jordan and Dwyane Wade.

The best coaches are lifelong learners. Keeping up with the latest research and methodologies will give your athletes an edge beyond just skill and conditioning!



Some Exercises To Start You Off



Implementing NTangible data into coaching should feel natural. Here are a few simple exercises you could use to integrate mental training into everyday practice:

BOX BREATHING

Technique used by Navy SEALs and elite athletes alike. Athletes inhale for four seconds, hold for four seconds, exhale for four seconds, and hold again for four seconds. This rhythmic breathing pattern helps stabilize emotions and increase focus during high-pressure moments.

MISTAKE RECOVERY

In these drills, athletes intentionally make mistakes—such as missing a free throw or dropping a pass—and immediately reset their focus for the next repetition. The key is to simulate real-game conditions where mistakes are inevitable but must be quickly processed and put aside.

VARIABLE ENVIRONMENTS

Athletes practice in different settings that mimic their problem areas. If an athlete struggles in away games, a coach might simulate crowd noise, travel fatigue, or officiating inconsistencies in practice. If focus wanes late in games, scrimmages can start with athletes already physically fatigued, forcing them to maintain composure under exhaustion.

PRESSURE SIMULATION

These practice sessions replicate high-stakes game moments, such as penalty shootouts or final-minute plays, conditioning athletes to remain composed under intense pressure. It's a variant of what we all used to do as kids in the back yard.

'CONTROLLED CHAOS'

Randomly inject distractions or rule changes into practice to simulate unexpected adversity, helping athletes adapt mentally in real-time.



Disclaimer

The content provided in this onboarding guide is intended for informational purposes only. While NTangible offers insights, suggestions, and assessment scores to support coaching and performance development, these should not be interpreted as definitive evaluations or diagnoses. All feedback, scores, and recommendations are based on the information available at the time of assessment and may evolve with further context or individual progress. Coaches are encouraged to use this guide as a supplementary tool, applying their own expertise and judgment when working with athletes. NTangible assumes no liability for decisions made solely based on this material.

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